

Van Heusen unveils its first exclusive store in Jamshedpur

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~ Extending its presence in the east with its flagship store ~

Jamshedpur: Van Heusen, India's number one, premium lifestyle brand launched its first exclusive store in Jamshedpur making the brand more accessible to discerning consumers in the city.

Spread across 1,700 sq ft, the store offers its patrons an enticing shopping experience. The store houses the entire Van Heusen range including menswear, womens-wear and club-wear. The latest spring summer 2013 offering will also be available, making it the trend destination for Jamshedpur customers.



On the occasion of the new store launch, Mr. Vinay Bhopatkar, Brand Head, Van Heusen said: "We are happy to launch our first store in the city. We would like to dedicate this store to the fashionable and sophisticated citizens of Jamshedpur, which is a growing fashion and lifestyle city with fashionable and enthusiastic shoppers. Hence, it is very crucial for us to have a strong presence in this

market."

The latest addition shows the importance of the eastern region in the brand's distribution strategy. The brand has also been on an aggressive expansion spree and aims to increase its presence by opening more stores and with focus shifting to non-metro markets. The story continues with the brand launching its latest flagship store in Jamshedpur which is definitely a milestone in the city's fashion culture.



Store Address

Van Heusen,
Swamy building
Opp, Ram Mandir, Sakchi Boulevard shop area,
Bistupur, Jamshedpur-831001

About Van Heusen

Van Heusen is India's number one premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category in India. Van Heusen has consistently been ahead of the curve in understanding the evolving fashion needs of

Indian professionals and making it accessible to the Indian consumer. Today Van Heusen is not only the most preferred work-wear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and party-wear and this is what sets Van Heusen apart as the premium lifestyle brand.